

SYLLABUS
COMM 4738 HEALTH COMMUNICATION AND NEW MEDIA
Spring 2023 #33843
Class day and time: Wednesdays 12:40-2:30pm
Classroom: Journalism 281

Professor: HyunYi Cho, PhD

Office: Derby 3020; **Email:** cho.919@osu.edu; Do NOT use Carmen inbox.

Office hours: by appointment

Prior Coursework Expectations

Students in this senior level course are expected to have taken *COMM 3160 Communication Research Methods*, *COMM 3163 Communication Industry Research Methods*, or an equivalent research methods course.

Course Learning Goals

This course is designed to provide students with understanding and perspectives on new media effects on health outcomes and new media-based intervention approaches to improving health. It pays attention to the characteristics and features of new media and their implications for public health. Students will analyze theory and research to examine how new media can be effectively utilized for the design and evaluation of interventions and for improving the health conditions of individuals and society.

Course Learning Outcomes

By completing course requirements and participating in course activities, students should be able to do the following by the end of the semester:

1. Obtain theoretical knowledge about the effects of new media on public health;
2. Utilize the theoretical perspectives to examine new media related problems and solutions; and
3. Apply theories and concepts to the development and evaluation of new media-based interventions.

Course Format

This course is comprised of both outside- and in-class activities: Students will engage in independent learning activities outside class in addition to participating in in-person classes. By blending these two components, this course is designed to foster active learning experience. Prior to class meetings, students should read assigned materials to complete a preview quiz. During class, students will be provided with in-depth explication of concepts and theories via lecture and will be provided with opportunities to complete in in-class exercises and actively participate in discussions about the topic at hand. After each class meeting, students will be asked to complete a response assignment designed to help them better retain and apply the concepts of the week.

Reading Materials

Journal articles (see Reading List): Available on Carmen under Modules

Course Requirements

Overview

Component	Point	Unit
Student survey	3	Individual
Syllabus quiz	3	Individual
Preview quizzes	50	Individual
10pts each x 5 (out of 8 quizzes)		
Response assignments	35	Individual
7pts x 5 (out of 8 responses)		
Exam 1	100	Individual
Exam 2	120	Individual
New media intervention project	50	
Teamwork evaluation	8	Individual
Presentation	10	Team
Other teams' presentation evaluation	7	Individual
Written report	25	Team
Reflection paper	10	Individual
Class participation	20	Individual
Total	391	

Preview quizzes

The goal of the quizzes is to help students examine reading materials prior to class meeting and be prepared for in-class engagement. Each quiz will be consisted of approximately three to five questions. Questions will concern the concepts and conceptual frameworks presented in the articles and will be in true/false, multiple choice, and multiple answers formats. Unless indicated otherwise, the quizzes will be activated on Carmen by 11:59pm Wednesdays and will close at 11:59pm Tuesdays the day before class during which the answers will be reviewed. There will be a total of eight quizzes and three lowest scores will be dropped in the computation of the final grade.

Response assignments

To help students better able to retain, apply, and utilize the content of the week, the instructor will pose questions on Carmen. The questions will be about the key concepts covered in class. Students will be asked to critically think about the topic, make connections to real life situations, and develop creative solutions for problem solving. Accuracy in conceptual understanding and the utilization of the understanding for effective application will be evaluated. Unless indicated otherwise, the questions will be activated on Carmen by 11:59pm Wednesdays after class and will close at 11:59pm Tuesdays the day before class during which the response will be reviewed and discussed. Out of the total eight responses, three lowest scores will be dropped.

Exams

Two online exams are scheduled for the semester. Each online exam will be proctored using Proctorio (see Course Technology below) and in a close-book format. Exam 1 will cover all content covered prior to the exam. Exam 2 will be comprehensive, covering all topics of the course. Exams can cover any course materials including lectures, assigned reading materials, class discussion, and information from classroom review of assignments including preview quizzes, in-class exercises, and response assignments. Each exam can be any combination of true/false, multiple choice, multiple answers, and open-ended questions asking for short- and long-answers. The instructor will provide a study guide and a review session prior to each exam.

New media intervention project

Overview

The goal of this project is to provide students with an opportunity to analyze and evaluate an existing new media intervention and, on the basis of the assessment, propose improvements to the intervention. Students will choose a new media based intervention study from a set provided by the instructor. They will evaluate the intervention per the criteria provided by the project guidelines and justify their evaluation through research (e.g., about the health issue, the population, the technology). Based on the evaluation, students will then proposed improvements to the intervention including its components and structure. The instructor will provide a detailed guide for the project in a separate handout on Carmen later this semester.

Teamwork evaluation

Students will evaluate other team members' contributions to the term project. A detailed evaluation form will be available later this semester on Carmen. Evaluation criteria will include frequency of participation, quality of ideas, efforts, and attitude. Not submitting the teamwork evaluation form will result in a zero point for that portion of your grade.

Presentation

Each team presentation will be approximately 10-minute. Presentations should focus on the strengths of the intervention, areas needing improvement and the rationale, and the specific modifications or additions that you are proposing. Detailed guidelines for the content and time allocation will be provided later this semester in a separate handout.

Other teams' presentation evaluation

Each student will evaluate other teams' presentations on April 12. The instructor will provide evaluation form which is comprised of qualitative comments and quantitative ratings. The instructor will assess the specificity, informativeness, and usefulness of the comments and the consistency between quantitative and qualitative evaluation.

Written report

Each written report should address all items requested by the instructor and should highlight the data, facts, and other information gathered through the requested research, detailed rationale leading to the evaluation of the existing components and to the proposal of new components, and the team's own modifications or additions to the intervention. The bibliography should use American Psychological Association style. A detailed guide will be provided in a separate handout later this semester on Carmen.

Reflection paper

The goal of this assignment is to help students analyze what they have learned and how they learned it, and plan on how they will use the knowledge in future research and/or action. Each student will submit a 500-word reflection paper at the end of the semester. The specificity of the description of what and how one learned, the accuracy of the conceptual references, and the depth of self-reflection will be evaluated.

In-class participation

Students are expected to come to class after having read the assigned reading materials and being prepared for discussion. The instructor will evaluate the quality and quantity of participation. Quality is more important than quantity. Quality of participation is defined as the degree to which it demonstrates the student's understanding of the readings, is relevant to the theory and practice presented in the readings, stimulates other students' interest in and discussion of the topic of the day. Quantity is defined as the regularity and frequency of participation. Asking questions is an important form of class participation. Furthermore, asking thoughtful questions and providing constructive suggestions during project presentation is a very important form of participation.

Late Assignments

Late assignments will be graded down 10% per calendar day. For team assignments, make sure that the designated person in your team submits the work on time. Note that the preview quiz and response assignment cannot be made up for the following reasons.

1. Students are given an ample time window to complete these assignments on Carmen.
2. Answer keys to the preview quizzes are given immediately after the submission window closes.
3. The instructor, after reviewing the response assignments and application exercises, will integrate them into the day's lecture.
4. Therefore, for fairness in grading, as well as active learning goals and timely progress of the course, a make-up of these assignments is not feasible.
5. Finally, as indicated above, three lowest scores of these assignments, including zeroes from missed ones, will be dropped in the computation of the final grade.

Grading Scale

93–100: A
 90–92.9: A-
 87–89.9: B+
 83–86.9: B
 80–82.9: B-
 77–79.9: C+
 73–76.9: C
 70–72.9: C-
 67–69.9: D+
 60–66.9: D
 Below 60: E

Note that Carmen does not round fractions up. Please take that into account in computing grades. I do not manually round up grades.

Other Course Policies

Communication guidelines

Respect for everyone in classroom, including other students and the instructor, is essential. Rude remarks or behaviors negatively affect the classroom experience of not only the recipient but the rest of class and disrupt learning and teaching. Demeaning or derogatory comments and demeanors will not be tolerated. Everyone is expected to contribute to learning experience in this course. For each occurrence of these disruptive or distracting behaviors, 5 points will be subtracted from your final total for this class: two or more late arrivals or early departures without a prenotification to the instructor; phone ringing, texting, and web surfing during class.

Attendance

Attendance is of paramount importance to completing this course with credit. Attendance will be taken every class including the review days, team work day, and team presentation days. Missing three or more classes without a written documentation of a valid reason will result in lowering of your final grade for this course by a half letter grade (e.g., A→A-, B+→B, C→C-). For each additional set of three absences, another lowering of the grade will be done. Students missing a class should submit a written documentation to the instructor via email (cho.919@osu.edu) with “COMM 4738 Absence” in the subject line. Verbal communication is neither necessary nor accepted. Submission via Carmen Inbox will not be accepted either.

Makeup exam

See the class calendar for scheduled exam dates. A missed exam cannot be made up unless a written documentation of valid excuse is provided to the instructor.

Faculty Feedback and Response Time

I am providing the following list to give you an idea of my intended availability throughout the course. For technical problem you can call 614-688-HELP at any time.

E-mail

I normally reply to e-mails within 24 hours on school days.

Grading and feedback

Preview quiz scores will be available immediately after it is due. Response assignment scores will be available within 48 hours after it is due. For term assignments, you can expect feedback in about seven days.

General advice

Honesty is essential in communicating and working with me. Please also see the Academic Integrity Policy of the University. With this understanding, the instructor will be glad to meet you at any point during the semester to discuss course-related matters. If you experience difficulties that negatively affect your grade, I ask that you come see me as soon as possible.

Accessibility Accommodations for Students with Disabilities

Requesting accommodations

The University strives to make all learning experiences as accessible as possible. If you anticipate or experience academic barriers based on your disability (including mental health, chronic or temporary medical conditions), please let me know via email immediately so that we can privately discuss options. You are also welcome to register with Student Life Disability Services to establish reasonable accommodations. After registration, make arrangements with me as soon as possible to discuss your accommodations so that they may be implemented in a timely fashion. SLDS contact information: slds@osu.edu ; 614-292-3307; slds.osu.edu ; 098 Baker Hall, 113 W. 12th Avenue.

Course Technology

For help with your password, university e-mail, Carmen, or any other technology issues, questions, or requests, contact the OSU IT Service Desk. Standard support hours are available at <https://ocio.osu.edu/help/hours>, and support for urgent issues is available 24x7.

- **Carmen:**

- Carmen, Ohio State's Learning Management System, will be used to host materials and activities throughout this course. To access Carmen, visit [Carmen.osu.edu](https://carmen.osu.edu). Log in to Carmen using your name.# and password. If you have not setup a name.# and password, visit my.osu.edu.
- Help guides on the use of Carmen can be found at <https://resourcecenter.odee.osu.edu/carmen>
- Carmen accessibility

- **Carmen Zoom:**

- Carmen Zoom help guide

- **Proctorio:**

- Proctorio, an online proctoring tool, will be used for this course for the exams. Students are required to have a webcam (USB or internal) with a microphone and a strong and stable internet connection. During the course of an exam, Proctorio will record the testing environment, therefore students should select private spaces for the exam session where disruptions are unlikely and where recording devices can be enabled. Instructions for Proctorio use will be provided. To use Proctorio you must be over 18 years of age. Additionally, the tool has limitations in its accessibility for students reliant upon screen readers and keyboard navigation. If you have concerns about using an online proctoring tool for the reasons listed above or in general, please work with your instructor to find an equivalent alternative. Additional information on academic integrity at Ohio State and recommended proctoring options are available.
- For instructions for downloading Proctorio, see: <https://resourcecenter.odee.osu.edu/carmencanvas/getting-started-proctorio-students> (Links to an external site.)
- Proctorio offers free 24/7 student support through web chat or email.

- **Turnitin:**

- Students at The Ohio State University are accountable for the integrity of the work they submit. Therefore, you should be familiar with the guidelines provided by the Committee on Academic Misconduct (COAM) and Section A of OSU's Code of Student Conduct in order to meet the academic expectations concerning appropriate documentation of sources. In addition, OSU has made Turnitin, a learning tool and plagiarism prevention system, available to instructors. For this class, you will submit your papers to Turnitin from Carmen. When grading your work, I will interpret the originality report, following Section A of OSU's Code of Student Conduct as appropriate. For more information about Turnitin, please see the vendor's guide for students. Note that submitted final papers become part of the OSU database.

Self-Service and Chat support: <http://ocio.osu.edu/selfservice>

Phone: 614-688-HELP (4357)

Email: 8help@osu.edu

TDD: 614-688-8743

College and University Policies

Student Academic Services

Arts and Sciences Advising and Academic Services' website provides support for student academic success. Information on advising issues such as tutoring, transfer credits, academic standing, and contact information for Arts and Sciences advisors can be obtained through this website. The site is: <http://advising.osu.edu/welcome.shtml>

Student Services

The Student Service Center assists with financial aid matters, tuition and fee payments. Please see their site at: <http://ssc.osu.edu>

Copyright Disclaimer

The materials used in connection with this course may be subject to copyright protection and are only for the use of students officially enrolled in the course for the educational purposes associated with the course. Copyright law must be considered before copying, retaining, or disseminating materials outside of the course.

Diversity

The School of Communication at The Ohio State University embraces and maintains an environment that respects diverse traditions, heritages, experiences, and people. Our commitment to diversity moves beyond mere tolerance to recognizing, understanding, and welcoming the contributions of diverse groups and the value group members possess as individuals. In our School, the faculty, students, and staff are dedicated to building a tradition of diversity with principles of equal opportunity, personal respect, and the intellectual interests of those who comprise diverse cultures.

Title IX

Title IX makes it clear that violence and harassment based on sex and gender are Civil Rights offenses subject to the same kinds of accountability and the same kinds of support applied to offenses against other protected categories (e.g., race). If you or someone you know has been sexually harassed or assaulted, you may find the appropriate resources at <http://titleix.osu.edu> or by contacting the Ohio State Title IX Coordinator, Mollie Peirano, at titleix@osu.edu

Please Take Care of Yourself: Mental Health Statement

As a student you may experience a range of issues that can cause barriers to learning, such as strained relationships, increased anxiety, alcohol/drug problems, feeling down, difficulty concentrating and/or lack of motivation. These mental health concerns or stressful events may lead to diminished academic performance or reduce a student's ability to participate in daily activities. The Ohio State University offers services to assist you with addressing these and other concerns you may be experiencing. If you are or someone you know is suffering from any of the aforementioned conditions, you can learn more about the broad range of confidential mental health services available on campus via the Office of Student Life's Counseling and Consultation Service (CCS) by visiting ccs.osu.edu or calling 614--292--5766. CCS is located on the 4th Floor of the

Wk	Date	Topic & In-class activities	Outside assignments	Readings
8	3/1	<u>Media literacy interventions</u> Review of quiz, lecture, discussion, in-class exercise	Quiz5 due @11:59pm 2/28, Response5 due @11:59pm 3/7	McLean, 2017 Cho, 2020
9	3/8	<u>Reality and misinformation on new media</u> Review of quiz, response, lecture, discussion, in-class exercise	Quiz6 due @11:59pm 3/7, Response6 due @11:59pm 3/21	Meppelink, 2019 Tiggemann, 2019
10	3/15	Spring break: No class		
11	3/22	<u>Misinformation correction</u> Review of quiz, response, lecture, discussion, in-class exercise	Quiz7 due @11:59pm 3/21, Response7 due @11:59pm 3/28	Watts, 2022 Qian, 2022
12	3/29	<u>Mental health interventions</u> Review of quiz, response, lecture, discussion, in-class exercise	Quiz8 due @11:59pm 3/28, Response8 due @11:59pm 4/4	Schleider, 2018 Vaidyam, 2019
13	4/5	Team work on project in classroom		
14	4/12	Team presentations in classroom Other teams' presentation evaluation due @2:30pm		
15	4/19	Last class: Review & wrap-up	Review of exam 2 study guide	Exam 2 study guide
16		Project teamwork & written report due @11:59pm on 4/21 Reflection paper due @11:59pm on 4/24 Online exam 2 on Wednesday 4/26: Available 8:00-11:59pm; you will have 110 minutes to complete it.		